WWEC Radio
May 6, 1968

In order to provide a more complete and professional broadcast service to the students of Elizabethtown College, WWEC Radio, the campus radio station, requests permission from the College Administration to engage in the soliciting and broadcasting of commercial advertising on its facilities, in accordance with commercial policies drawn up by the WWEC Executive Committee and approved by the College Administration.

Such a step would prove advantageous to the operation of the station in the fulfilling of its responsibilities to the college community. In specific, this request is a sincere effort by WWEC Radio to meet the rising costs of the operation of the Station without imposing upon the administration for more funds.

An example of how the granting of this request would aid the station in serving the students of the college would be the obtaining of sponsorship for remote sports broadcasts, such as soccer and baseball games. WWEC Radio made some exploratory contacts last fall with regard to the sponsorship of the soccer broadcasts with favorable response.

Commercial broadcasting by the station would probably initially be limited to broadcasts of this nature, since there is an immediate need for the financing of such broadcasts. It is hoped that in the near future some additional revenue could be realized through the sale of "spots," or short advertising announcements, in addition to program sales.

An important point to be made is that WWEC Radio, in soliciting advertising and sponsorship, would at all times act in the best interests of the College. Consequently, WWEC Radio would not approach those individuals or groups already being approached for the general underwriting of the College,

such as alumni, churches, borough buisnesses, etc., subject to the WWEC Advertising Policy and Code.

Solicitation for such advertising would be handled more on a regional and national basis than local, both to protect local sources of College funds and to abstain from any conflict of interests with the local professional commercial broadcasting station (s). National solicitation would be handled through an independent agency, College Radio Advertising and Marketing, Inc. (C.R.A.M., Inc.). This agency has been endorsed by the Intercollegiate Broadcasting System, of which WWEC Radio is a full and active member. Clients obtained by C.R.A.M., Inc., would, of course, be subject to the WWEC Advertising Policy and Code.

All funds derived from advertising on WWEC Radio would be used by the station to improve its services and facilities, working through the College Business Office. The request for advertising is certainly not being made as a result of a profit motive. However, the proposal is to be understood as an attempt to supplement, and in no way replace or subtract from, the currently allotted WWEC Radio budget. Expenditure of funds derived from advertising shall be decided by the WWEC Executive Committee, and subject to the policies of the College.

Negotiations for sponsorship would be handled on the local level by the WWEC Station Manager in consultation with a specified representative of the College Administration. Billing and related procedures would be worked out with representatives of the College Administration by the WWEC Station Manager, who, in addition, would appoint, subject to approval by the Executive Committee, a Business Manager to handle such matters on a daily basis. Should commercial volume warrant, a student sales staff would be appointed.

Local advertising, though not solicited, will be accepted, as all advertising, subject to approval by a specified representative of the College Administration. Commercial

rates shall be the same for all advertisers, national and local. These rates shall not change more than once per semester, shall be published and distributed to all concerned four (4) weeks prior to their going into effect, and shall be subject to approval by the specified representative of the College Administration. Rates shall be initiated by action of the WWEC Executive Committee.

It should be noted that the broadcasting of commercials by college radio stations such as WWEC Radio is entirely legal, as certified by the Intercollegiate Broadcasting System.

This proposal was approved May 8, 1968, by the WWEC Executive Committee:

Paul S. Heil
Barry P. Freidly ?
Marlene R. Decker
John Messimer
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